

IN THE CLAIMS:

Please amend the claims as follows:

1. (Original) A system for management and publication of media assets in a distributed network, the system including:

    a central media database for storing and serving the media assets and media programs for publication of the media assets;

    one or more output platforms networked to the central media database; and

    one or more media output devices networked to the one or more output platforms,

    each output platform storing a local copy of a subset of the media assets and a subset of the media programs, and selectively executing the subset of media programs to publish the subset of media assets at the one or more media output devices.

2. (Currently Amended) ~~A system according to The system of~~ claim 1, wherein the central media database includes a content manager for uploading the media assets.

3. (Currently Amended) ~~A system according to The system of~~ claim 2, wherein the content manager enables searching and selection of the subset of media assets and the subset of media programs, and the assignment of the subset of media assets and the subset of media programs to the one or more output platforms.

4. (Currently Amended) ~~A system according to either one of claims 2 or 3 The system of claim 2~~, wherein the content manager is accessible from a browser-baser user interface.

5. (Currently Amended) ~~A system according to any one of the preceding claims The system of claim 1~~, wherein each of the one or more output platforms includes a dynamic display engine for delivery of media output, derived from the subset of media assets and execution of the subset of media programs, to the one or more media output devices.

6. (Currently Amended) ~~A system according to any one of the preceding claims~~ The system of claim 1, wherein the central media database further includes an output platform update server for determining if the stored subset of the media assets and/or media programs have changed when compared to the local copy stored on each output platform, and, when a change is detected, serving updated media assets and media programs to the one or more output platforms.

7. (Currently Amended) ~~A system according to~~ The system of claim 6, wherein each of the one or more output platforms further includes an output platform manager for initiating a request with the output platform update server to update the locally stored subset of the media assets and/or media programs.

8. (Currently Amended) ~~A system according to~~ The system of claim 7, wherein the output platform manager includes a multiformat subcomponent for producing reformatted versions of the media assets for simultaneous, parallel publication at the media output devices.

9. (Currently Amended) ~~A system according to any one of the preceding claims~~ The system of claim 1, wherein the central media database and the one or more output platforms both include a file synchronisation manager for effecting the serving of media assets and/or media programs between the central media database and the one or more output platforms.

10. (Currently Amended) ~~A system according to any one of the preceding claims~~ The system of claim 1, wherein at least one of the one or more output platforms is a local output platform connected to the central media database from a local installation site.

11. (Currently Amended) ~~A system according to any one of the preceding claims~~ The system of claim 1, wherein at least one of the one or more output platforms is a remote output platform connected to the central media database from a remote installation site.

12. (Currently Amended) ~~A system according to any one of the preceding claims~~ The system of claim 1, wherein the central media database further includes a media asset replicator

for sharing stored media assets and/or media programs with a further media asset management and publication system.

13. (Currently Amended) ~~A system according to any one of the preceding claims, and further including The system of claim 1, which further includes~~ an external media asset manager connected to the distributed network for providing remote access to the stored media assets.

14. (Currently Amended) ~~A system according to any one of the preceding claims, and further including The system of claim 1, which further includes~~ one or more distributed terminals connected to the distributed network for providing local access to the stored media assets.

15. (Currently Amended) ~~A system according to any one of the preceding claims, and further including The system of claim 1, which further includes~~ a web server connected to the distributed network for providing web-based access to the stored media assets.

16. (Currently Amended) ~~A system according to The system of claim 15, and further including which further includes~~ a web media extension module, accessible via the web server, for maintaining extended media information about the stored media assets.

17. (Currently Amended) ~~A system according to any one of the preceding claims, The system of claim 1, wherein the media assets include any one or more of image, text, video and audio content.~~

18. (Currently Amended) ~~A system according to any one of the preceding claims, and further including The system of claim 1, which further includes~~ automatic sensing devices connected to the distributed network for automated triggering of media publication at the media output devices.

19. (Currently Amended) ~~A system according to The system of claim 18, wherein the automatic sensing devices include any one or more of a motion sensor and pressure pad.~~

20. (Currently Amended) ~~A system according to any one of the preceding claims, and further including The system of claim 1, which further includes user input devices connected to the distributed network to enable user interaction with the published media.~~

21. (Currently Amended) ~~A system according to The system of claim 20, wherein the user input devices include any one or more of a smart card, touch screen display, handheld computing device, mobile phone and braille Braille touch pad.~~

22. (Original) A method for management and publication of media assets in a distributed network, the method including the steps of:

(a) storing and serving the media assets and media programs for publication of the media assets in a central media database;

(b) at one or more output platforms networked to the central media database, storing a local copy of a subset of the media assets and a subset of the media programs; and

(c) selectively executing the subset of media programs to publish the subset of media assets at one or more media output devices networked to the one or more output platforms.

23. (Currently Amended) ~~A method according to The method of claim 22, wherein the central media database includes a content manager, the method further including the step of uploading the media assets to the central media database.~~

24. (Currently Amended) ~~A method according to The method of claim 23, and further including the steps of:~~

enabling searching and selection of the subset of media assets and the subset of media programs from the central media database; and

assigning the subset of media assets and the subset of media programs to the one or more output platforms from the content manager.

25. (Currently Amended) ~~A method according to either one of claims 23 or 24, and further including The method of claim 23, which further includes~~ the step of accessing the content manager from a browser-based user interface.

26. (Currently Amended) ~~A method according to any one of claims 22 to 25 The method of claim 22,~~ wherein each of the one or more output platforms includes a dynamic display engine, the method further including the step of delivering media output, derived from the subset of media assets and execution of the subset of media programs, to the one or more media output devices from the dynamic display engine.

27. (Currently Amended) ~~A method according to The method of any one of claims 22 to 26, claim 22,~~ wherein the central media database further includes an output platform update server, the method further include the steps of:

at the output platform update server, determining if the stored subset of the media assets and/or media programs have changed when compared to the local copy stored on each output platform; and

when a change is detected, serving updated media assets and media programs to the one or more output platforms.

28. (Currently Amended) ~~A method according to The method of claim 27,~~ wherein each of the one or more output platforms further includes an output platform manager, the method further including the step of at the output platform manager, initiating a request with the output platform update server to update the locally stored subset of the media assets and/or media programs.

29. (Currently Amended) ~~A method according to The method of claim 28, and further including which further includes~~ the step of:

producing reformatted versions of the media assets for simultaneous, parallel publication at the media output devices.

30. (Currently Amended) ~~A method according to any one of claims 22 to 29~~ The method of claim 22, wherein the central media database and the one or more output platforms both include a file synchronisation manager, the method further including the step of effecting the serving of media assets and/or media programs between the central media database and the one or more output platforms from the file synchronisation managers.

31. (Currently Amended) ~~A method according to any one of claims 22 to 30~~ The method of claim 22, wherein at least one of the one or more output platforms is a local output platform connected to the central media database from a local installation site.

32. (Currently Amended) ~~A method according to any claims 22 to 31~~ The method of claim 22, wherein at least one of the one or more output platforms is a remote output platform connected to the central media database from a remote installation site.

33. (Currently Amended) ~~A method according to any one claims 22 to 32~~ The method of claim 22, wherein the central media database further includes a media asset replicator, the method further including the step of the media asset replicator, sharing stored media assets and/or media programs with a further media asset management and publication system.

34. (Currently Amended) ~~A method according to any one of claims 22 to 33, and further including The method of claim 22, which further includes~~ the step of providing remote access to the stored media assets from an external media content manager connected to the distributed network.

35. (Currently Amended) ~~A method according to any one of claims 22 to 34, and further including The method of claim 22, which further includes~~ the step of providing local access to the stored media assets from one or more distributed terminals connected to the distributed network.

36. (Currently Amended) ~~A method according to any one of claims 22 to 35, and further including The method of claim 22, which further includes~~ the step of providing web-based access to the stored media assets from a web server.

37. (Currently Amended) ~~A method according to The method of claim 36, and further including which further includes~~ the step of maintaining extended media information about the stored media assets accessible via the web server from a web media extension module.

38. (Currently Amended) ~~A method according to any one claims 22 to 37 The method of~~ claim 22, wherein the media assets include any one or more of image, text, video and audio content.

39. (Currently Amended) ~~A method according to any one of claims 22 to 38, and further including The method of claim 22, which further includes~~ the step of automatically triggering media publication at the media output devices from automatic sensing devices connected to the distributed network.

40. (Currently Amended) ~~A method according to The method of~~ claim 39, wherein the automatic sensing devices include any one or more of a motion sensor and pressure pad.

41. (Currently Amended) ~~A method according to any one of claims 22 to 40, and further including The method of claim 22, which further includes~~ the step of enable user interaction with the published media from user input devices.